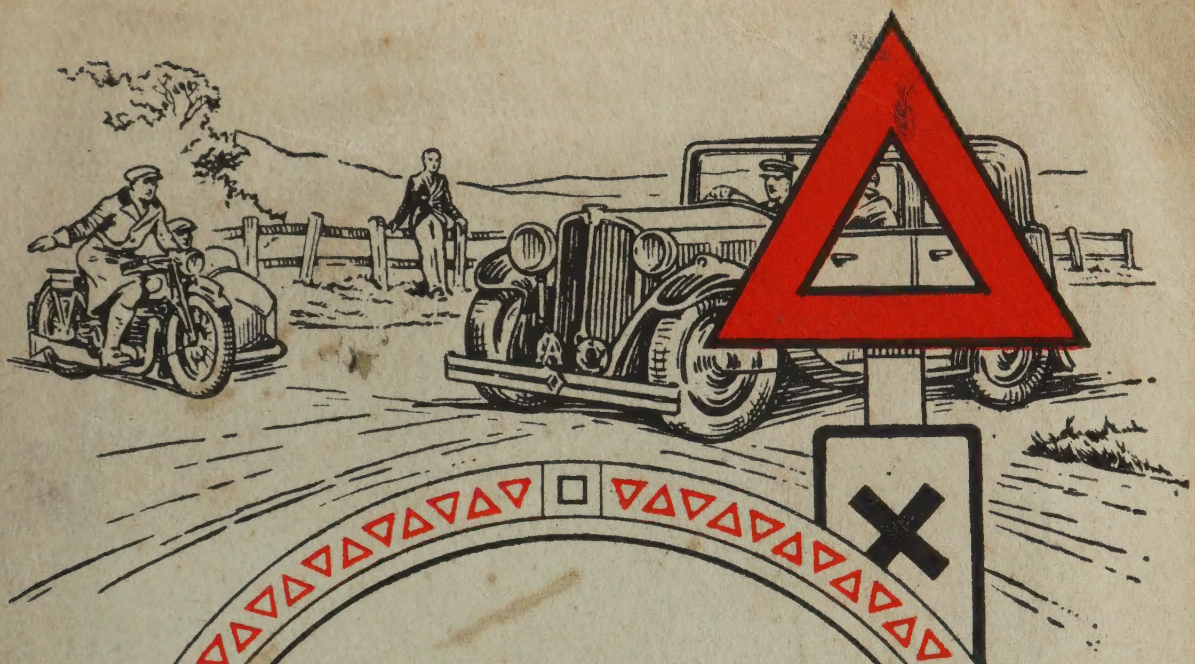

"SAFETY FIRST"

An Album
to contain a Series
of Cigarette Cards of
National Importance

Issued by

W. D. & H. O. WILLS

Branch of The Imperial Tobacco Company
(of Great Britain and Ireland), Limited.

PRICE
ONE
PENNY

[1934]

"SAFETY FIRST"

FOREWORD BY THE MINISTER OF TRANSPORT

Whitehall Gardens,
London, S.W.1

PARLIAMENTS may make Statutes and Ministers may make Regulations, but individuals make roads safer by carefulness and courtesy. The Highway Code is the traveller's code of honour. It reminds him that all persons have an equal right to use the highway and that good manners and consideration for others are as important on the road as in the drawing room. Sound knowledge of proper behaviour on the road, as set out in the Highway Code, is just as important to the pedestrian as to the motorist.

Anyone who spreads knowledge on this subject is helping in a national cause; and I am out to encourage all who keep the public interested in this matter whether they are public bodies or, as in this instance, a private firm. I wish every success to the "Safety First" series of cigarette cards which show pictorially and vividly how often accidents occur from disregard of the Highway Code; and I welcome them the more as the cards will be disseminated among the children, who are unhappily all too frequently numbered among the victims of road accidents.

Signed: Leslie Hore-Belisha

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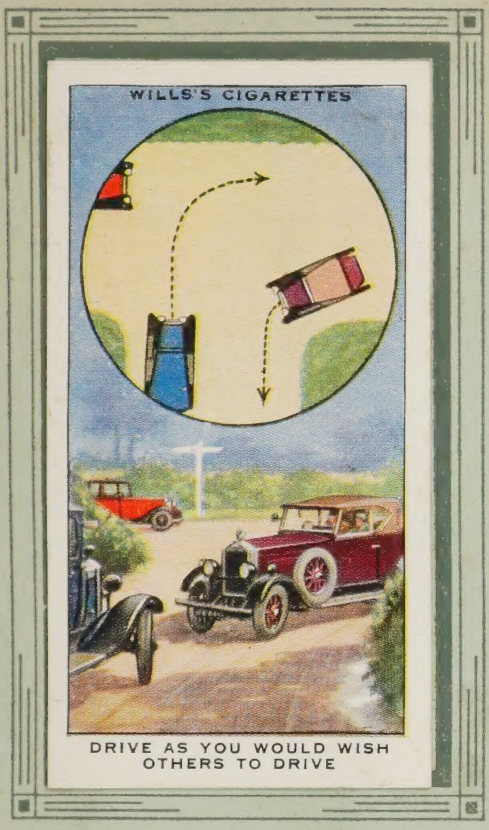
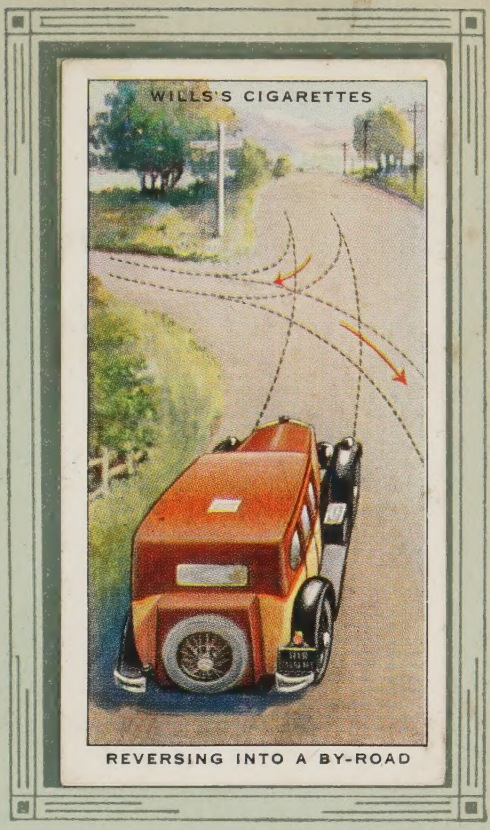


DRIVE AS YOU WOULD WISH OTHERS TO DRIVE

DRIVE as you would wish others to drive. Cultivate road sense and the spirit of "give and take" that is the essence of the good fellowship of the road. Always anticipate danger and be on the alert. Where white lines are painted on the road keep well to the left of them, and never cut a corner unless you have uninterrupted vision. On all corners it is a golden rule to keep as far to the left as possible (see upper picture). The lower picture illustrates the awkward consequences of ignoring this rule. Keep a careful look-out for the warning signs intended to ensure the safety of all on the road. (No. 1.)



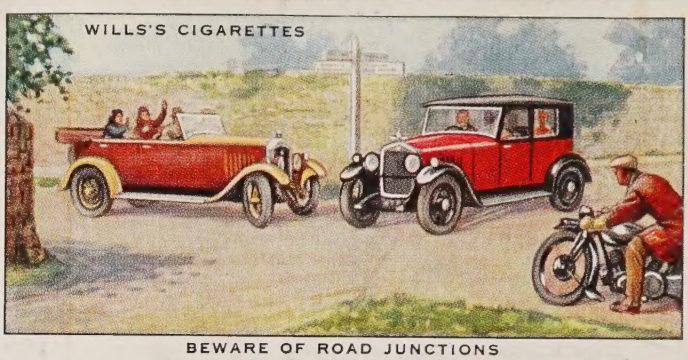
REVERSING INTO A BY-ROAD

REVERSING into a by-road. When conditions compel you to turn round in a main road it is best to proceed to the nearest by-road. Drive past the by-road a few yards, and, after making sure that it is safe to do so, reverse into it. Then drive out in the opposite direction. (The illustration makes the manœuvre clear). A common mistake is to drive into the by-road and reverse out of it. This is highly dangerous for it obscures the driver's view of the main road until the car is well into it, and necessitates driving backwards across two lines of traffic travelling in opposite directions. (No. 2.)

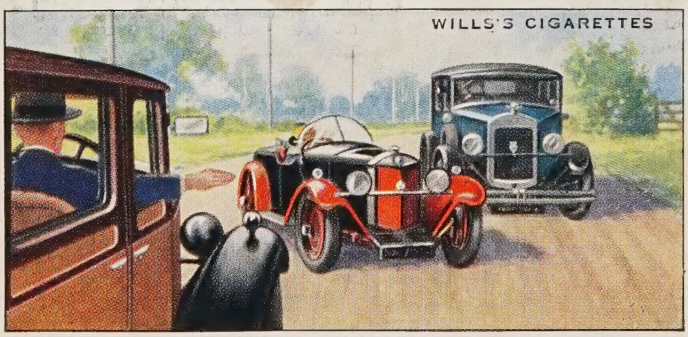
KEEP TO THE LEFT

KEEP TO THE LEFT. The first rule of the road is "Keep to the left," and failure to observe it will count against you in the event of accident. Always keep as far over to the left as practicable, especially when travelling slowly, so as to give other traffic the maximum amount of room; this point is illustrated above. Learn to use different parts of your car, such as the near-side headlamp or the radiator cap, as sights which tell you how far you are from the kerb. Remember that you are not entitled to half the road width—only the minimum required to drive safely. (No. 3.)

BEWARE of road junctions. Always slow down and proceed with care when approaching cross roads. In our picture, the driver of the red car is endangering the lives of himself and others by approaching a junction at speed. At night, as an additional precaution, switch on the headlights. No vehicle has right of way at cross roads, but it is the duty of a driver on a minor road when approaching a major road to go dead slow and give way to traffic on it. Nevertheless, the driver on the major road must keep a sharp look-out and be prepared for an emergency, for the law demands reasonable caution. (No. 4.)



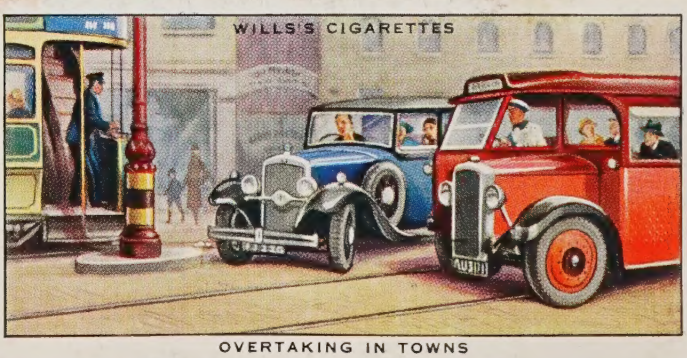
BEWARE OF ROAD JUNCTIONS



AVOID CUTTING IN

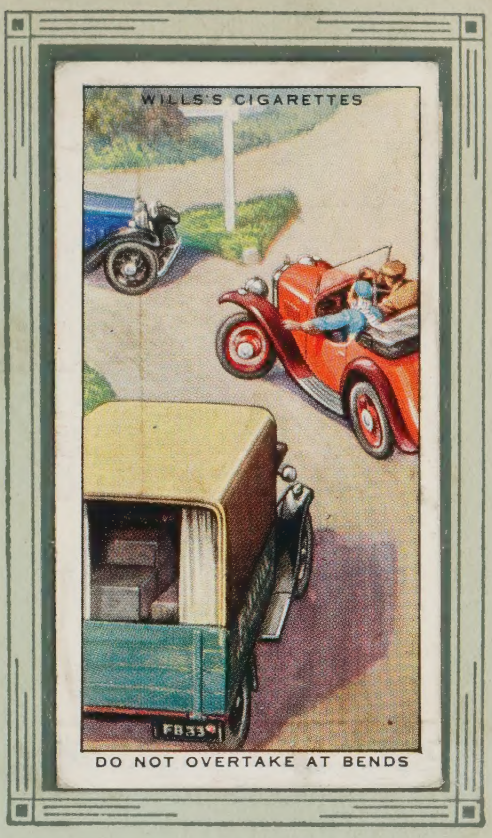
AVOID cutting in, for it is one of the worst forms of dangerous driving; the driver of the sports car is asking for trouble. Never attempt to overtake until you are certain that you can pass and return to the left-hand side of the road again without compelling the person passed, or the traffic coming in the opposite direction, to check their speed. While one should return to the left-hand side of the road at the earliest moment, avoid doing so until you are certain that you have left yourself sufficient room to execute the manœuvre without embarrassing the driver of the overtaken vehicle. Make full use of the rear-view mirror before turning in again to the proper side of the road. (No. 5.)

OVERTAKING in towns. Never overtake unless you can see sufficiently far ahead to do so with safety. In towns where there are tramway or lamp standards in the middle of the road, great care must be exercised when overtaking. Do not attempt to overtake when approaching a pedestrian crossing-place. Even when the "Overtake Me" signal (card 11) is received, the responsibility for making sure that the road is perfectly clear rests on the overtaking driver alone. In the picture, the impatient driver of the blue saloon, not having received a signal from the bus-driver, nevertheless attempts to pass. He finds too late that there is not sufficient room for the manœuvre. (No. 6.)

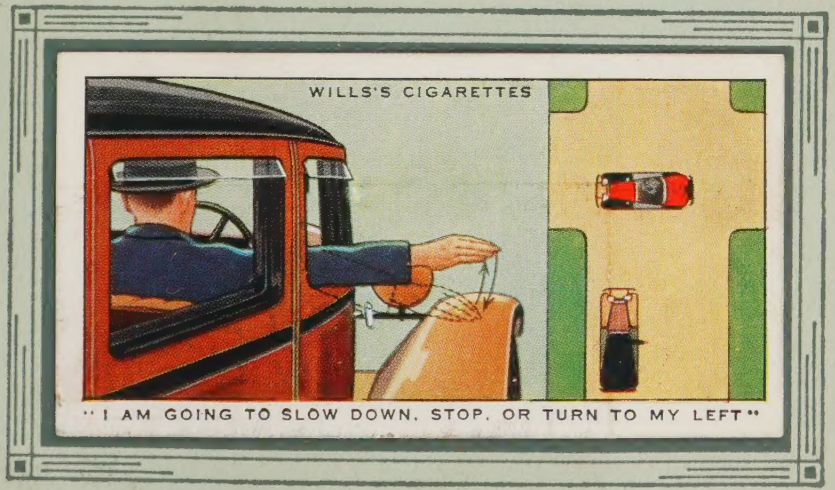


OVERTAKING IN TOWNS

OVERTAKE only with safety. Never overtake unless you can see sufficiently far ahead to do so with safety. It is dangerous to overtake on bends, at cross roads, when approaching pedestrian crossings, in narrow streets and on hump-backed bridges—the driver of the brown car in our picture is running grave risks. Never overtake on any road which has a white line marked down its middle, if overtaking necessitates your vehicle going over the line. There is rarely any justification for passing a vehicle (except a tram) on the left. Before overtaking satisfy yourself that it is safe to do so, and never "cut in" afterwards. (No. 7.)

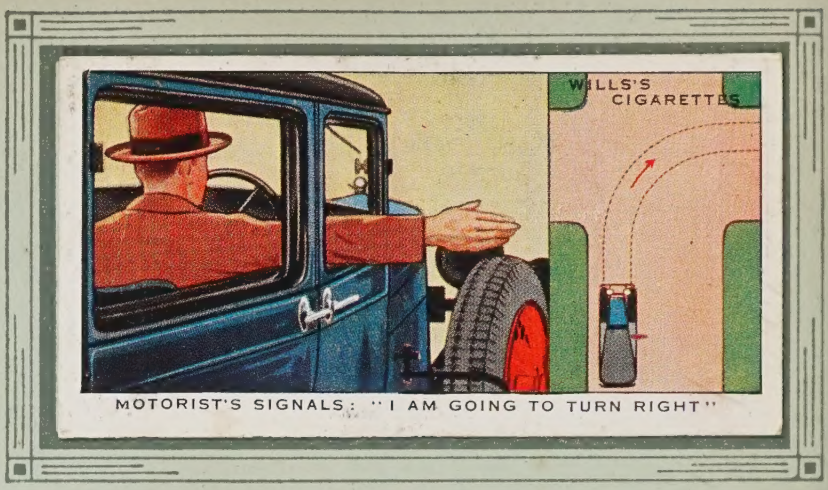


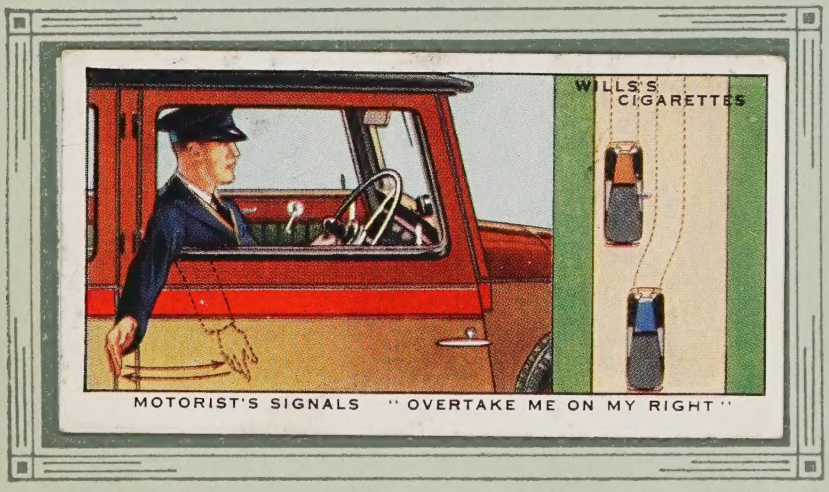
DO NOT overtake at bends. Never overtake unless you can see sufficiently far ahead to do so with safety. Remember that the brow of a steep hill or a hump-backed bridge is as dangerous as a sharp bend because it conceals oncoming traffic. Never attempt to overtake on bends, cross roads or road junctions, because your view of oncoming traffic may be obstructed. The impatient driver of the red car in the picture finds himself in difficulties when suddenly confronted with the blue car. Receiving the "Overtake Me" signal (card 11) does not absolve a driver from the responsibility of making sure that it is safe to pass. (No. 8.)



MOTORIST'S SIGNALS: "I am going to Slow Down, Stop, or Turn to my Left." To indicate an intention to slow down, stop, or turn to the left, extend the right arm and hand horizontally from the side of the vehicle, with the palm of the hand turned downwards, and move the arm slowly up and down keeping the wrist loose. When stopping or turning to the left, edge slowly towards the near side so as to leave room for traffic going straight ahead. Give the signal in adequate time, and if stopping do so as gently as possible, for the car following may not have as good brakes as your own. (No. 9.)

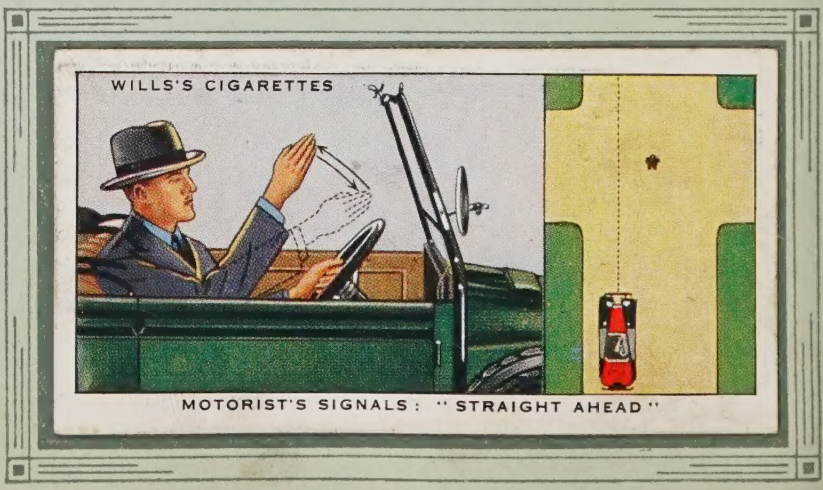
MOTORIST'S SIGNALS: "I am going to Turn Right." *Before* turning to the right extend the right arm and hand, palm turned to the front, horizontally, straight out from the off side of the car. If you are turning in a busy street where there is a police constable on point duty, make sure that he is aware of your intentions *before* actually swinging round. Use this signal, also, *before* swerving or pulling out of a line of traffic in order to overtake. Should the driver of a following car indicate his intention of passing by sounding his horn, and you believe that it is dangerous for him to do so, give this signal as a warning for him to keep behind. (No. 10.)

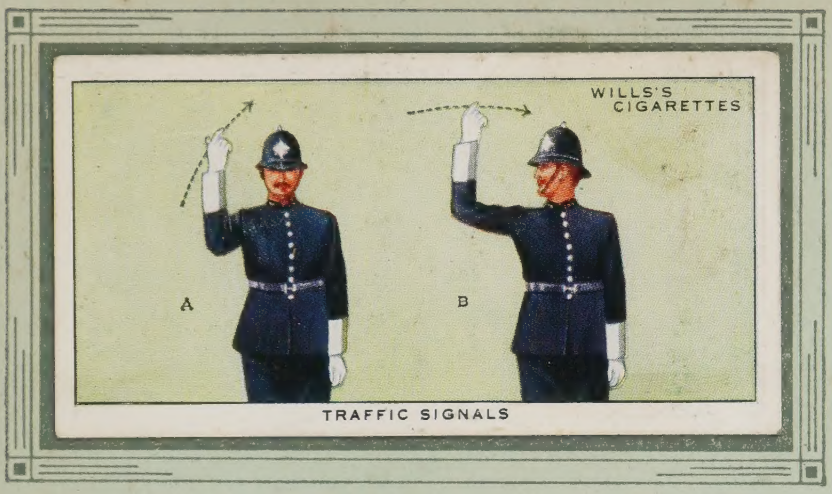




MOTORIST'S SIGNALS: "Overtake Me on my Right." When a motorist signifies his desire to pass by sounding the horn, it is an act of courtesy to ease over to the near side, and when you have assured yourself that it is safe for him to do so, to signal to him to go by. This signal is given by extending the right arm and hand below the level of the shoulder and moving it backwards and forwards in the manner shown. Should the conditions of traffic be such that, in your opinion, it is unsafe to pass, give the "Turning Right" signal illustrated on card No. 10. (No. 11.)

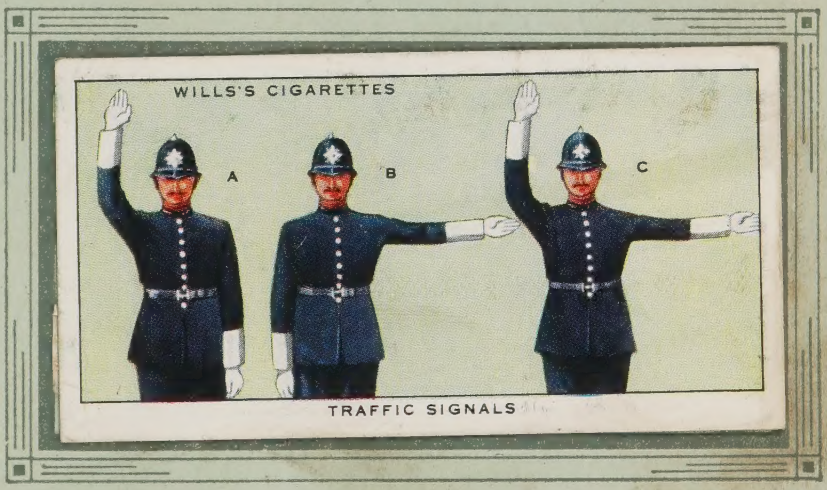
MOTORIST'S SIGNALS: "Straight Ahead." This signal has but limited applications, for it is only used to indicate the driver's intentions to the policeman on point duty. At very busy crossings it is not required as the streams of traffic are released at intervals, depending on the number of vehicles desiring to go in either direction. Where, however, the traffic is intermittent the work of the man on point duty is made much easier by courtesy signals of this sort. In some provincial towns local usage makes the giving of such signs necessary, for the traffic controller will not signal you on until he is aware of your intentions. (No. 12.)

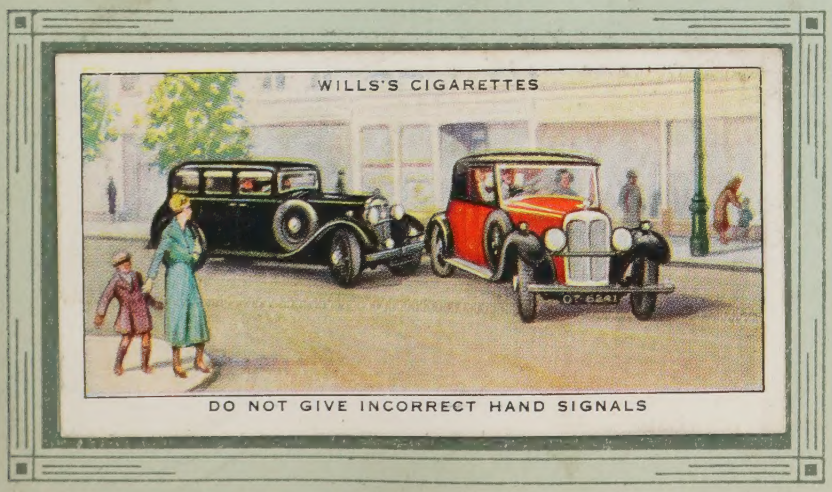




TRAFFIC SIGNALS. When signalled to stop by a police constable or uniformed patrol of one of the motoring organizations, at any cross roads, road junction, or other point where traffic regulation is necessary, the order stands until the release signal is given. It is not correct to assume that when the constable drops his arms, the traffic that he is holding up is released, especially in London where lengthy traffic halts are not infrequent: wait until the release signal is given. The illustration shows the two methods used by the police to BRING ON traffic (A) from the front and (B) from the side. Failure to obey police signals constitutes an offence. Card No. 14 gives the three standard "STOP" signals.
(No. 13.)

TRAFFIC SIGNALS. The illustration shows the three police "STOP" signals, (A) from the front, (B) from the rear, and (C) both combined. It is a punishable offence to disobey these signals. You will greatly assist the police if you clearly indicate your intentions. With the consent of the traffic controller it is permissible to turn to the left at cross roads and this is the only circumstance in which you can proceed when the stop signal is against you. When executing this manœuvre extra caution is, however, necessary to avoid danger to pedestrians crossing the road. The uniformed patrols of the motoring organizations should be as rigidly obeyed as the police.
(No. 14.)

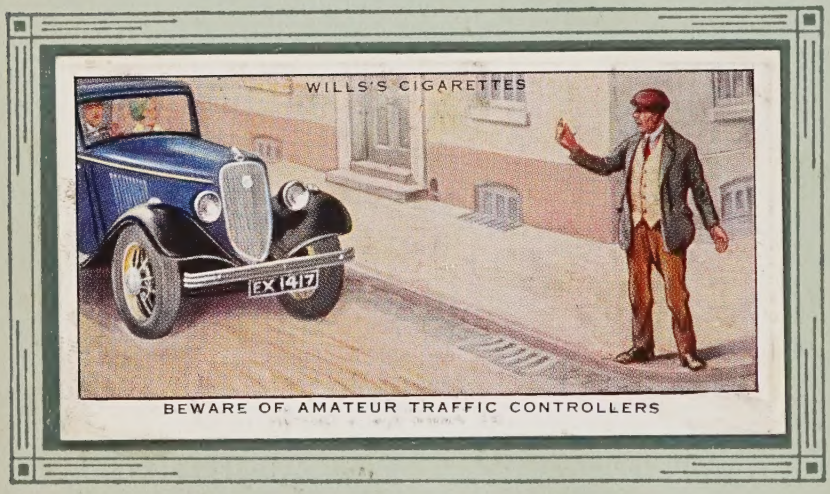




DO NOT give incorrect hand signals. Always give correct hand signals to indicate your intention to other road users. Do not just wave your arm negligently over the side of the car; give signals correctly, clearly and in ample time. An incorrect or delayed signal is as dangerous as none at all, and, as our picture shows, to turn and signal at the same time gives following traffic no indication of your intention. A driver's signal does not absolve the giver from first making certain that the projected manœuvre can be carried out in safety; look around and glance into the rear-view mirror *before* slowing down, stopping, or changing direction. (No. 15.)

DO NOT hinder a constable on point duty by asking questions, for, in doing so, you may be also obstructing three or more lines of traffic. The motor cyclist in the picture is holding up the traffic to the front and rear of the policeman as well as that which is just behind him. If you must speak to the traffic controller at a busy road junction, park your machine at the nearest convenient point and walk over to him. In some cases conversation and waste of time can be avoided by a glance at the sign-post. (No. 16.)

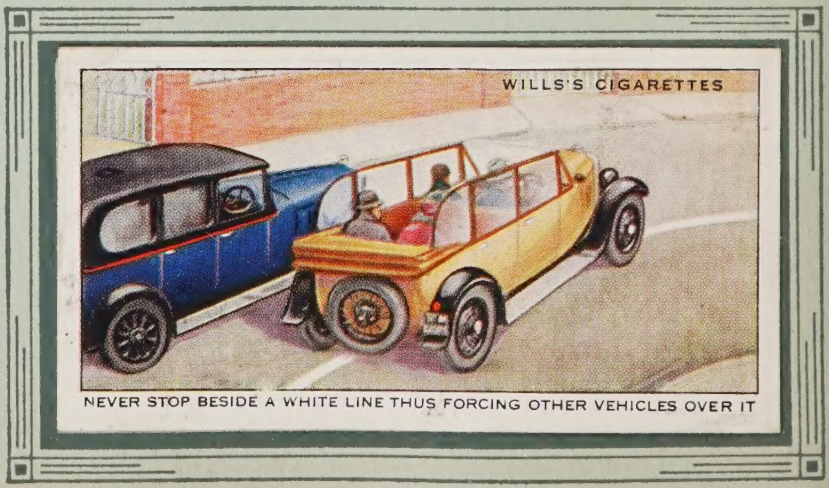
DO NOT HINDER A CONSTABLE ON POINT DUTY BY ASKING QUESTIONS



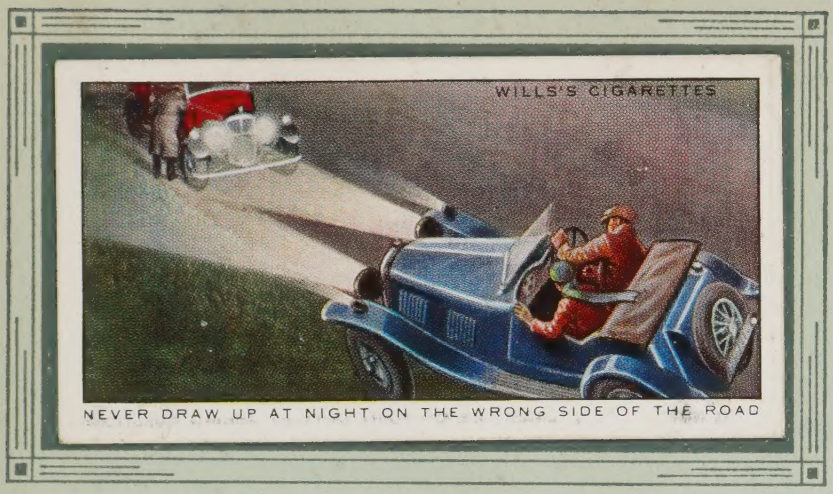
BEWARE OF AMATEUR TRAFFIC CONTROLLERS

BEWARE of amateur traffic controllers, for even if they are working with the best of intentions, they are seldom competent to act in an emergency. As they have no official status it is not unlikely that the driver of the other vehicle will ignore their signals. Danger signals, however, given by ordinary members of the public should always be obeyed, for, even if the danger has been exaggerated by the giver of the signal, there is safety in obedience. All-clear signals, on the other hand, are best ignored. Assure *yourself* that all is well before proceeding. (No. 17.)

NEVER stop beside a white line thus forcing other vehicles over it. The Road Traffic Act of 1930 makes it a serious offence to leave a vehicle stationary in a position or such circumstances as to be likely to cause danger to other road users. Wherever a white line is marked along the middle of the road it is dangerous to travel to the right of it. This applies especially where these lines are marked round blind corners. Therefore if you leave your car stationary beside a white line, thus forcing other vehicles over it (as in the case illustrated), you are creating a dangerous situation that may lead to accidents. (No. 18.)



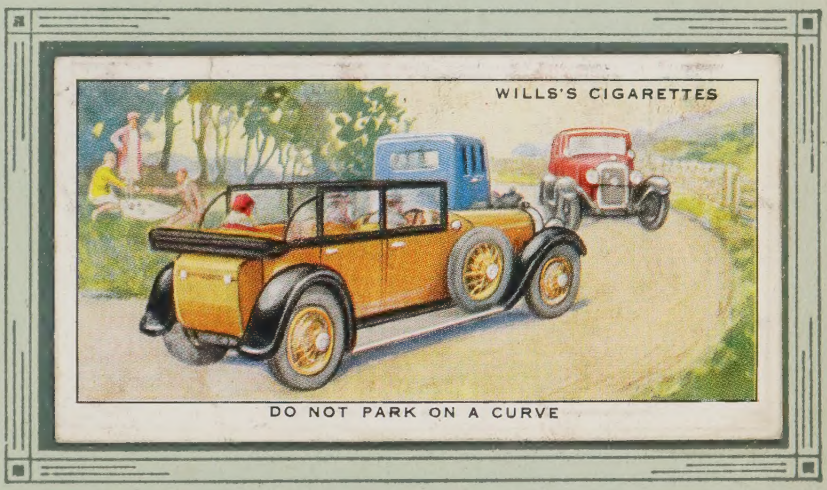
NEVER STOP BESIDE A WHITE LINE THUS FORCING OTHER VEHICLES OVER IT



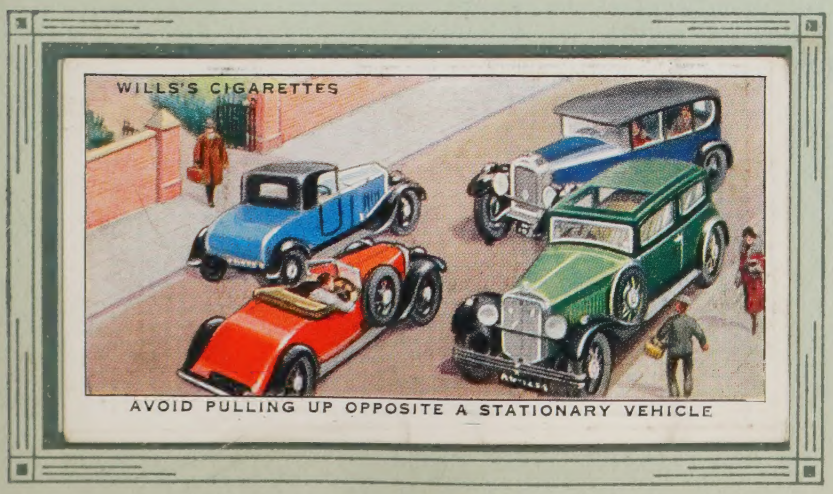
NEVER DRAW UP AT NIGHT ON THE WRONG SIDE OF THE ROAD

NEVER draw up at night on the wrong side of the road. *(a)* Never park a car during the hours of darkness on the wrong side of the road, for your lamps will confuse other drivers and possibly cause them to run off the road (see illustration), as the natural tendency is to pass a pair of white lights on the near side. This practice may bring you into conflict with the law, especially if it has caused an accident. *(b)* Avoid stopping at night with the headlights on; besides confusing and blinding other road users, this puts a needless strain on the batteries. In our picture, the driver of the red car is guilty of both faults *(a)* and *(b)*.
(No. 19.)

DO NOT park on a curve. When parking a car on a country road it is safer and more considerate to others to drive it on to the grass verge. If this is impossible the car must be placed in such a position that it does not inconvenience other road users as the standing blue car in our picture certainly does. To leave it standing on a curve, near a hump-backed bridge, or anywhere where it obstructs other drivers, or compels them to take risks in order to go round it, is a reprehensible and punishable practice. A car should never be left unattended unless the engine is switched off and the hand brake applied. (No. 20.)



DO NOT PARK ON A CURVE

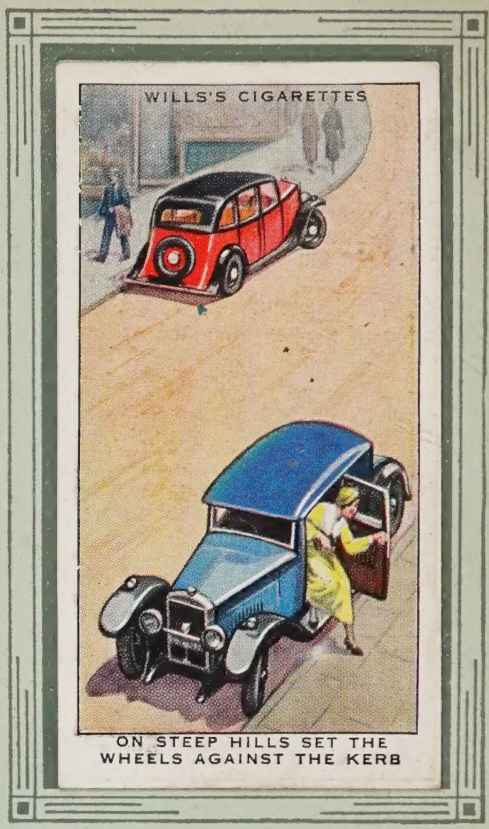


AVOID PULLING UP OPPOSITE A STATIONARY VEHICLE

AVOID pulling up opposite a stationary vehicle on the other side of the road. When parking a car leave it as near the kerb as possible with the engine shut off and the hand brake applied. Avoid placing it opposite a vehicle already stationary on the other side of the road, for in doing so you are materially lessening the width of the road available for traffic and causing needless congestion (see picture). On busy highways the effect of such traffic blocks makes itself felt for some considerable distance. Move your car at least ten yards so as to leave the way clear. Parking a car in a manner likely to cause danger or obstruction is a punishable offence.
(No. 21.)

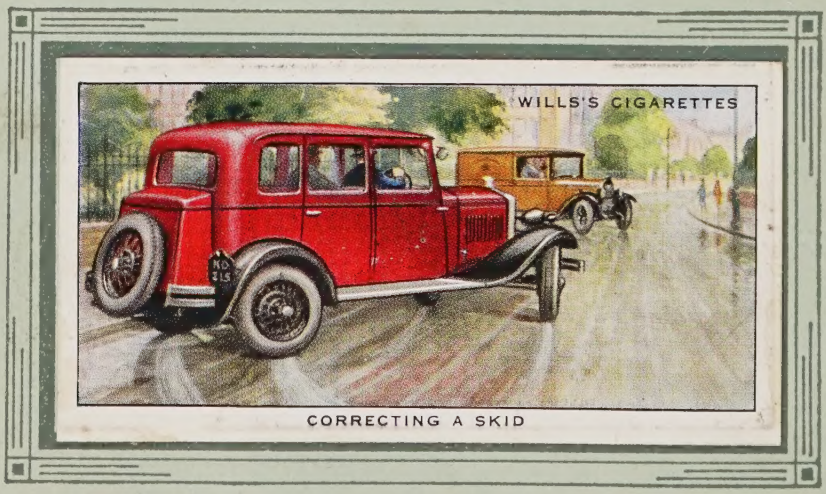
MOTOR-CYCLISTS: DO NOT SQUEEZE THROUGH TRAFFIC

MOTOR CYCLISTS. Do not squeeze through traffic, particularly on the near side. By reason of the inherent safety, speed and narrowness of their mounts, motor cyclists are inclined to take risks in squeezing through traffic (see picture). The temptation to pass on the near side of a car dawdling along the middle of the road is very great. It has, however, its dangers, for the car driver, suddenly brought to his senses by the noise of the motor cycle which he cannot see, may pull in to give the motor cyclist what he imagines to be more room ; or a traffic exigency may cause him to pull in and trap the motor cyclist. (No. 22.)



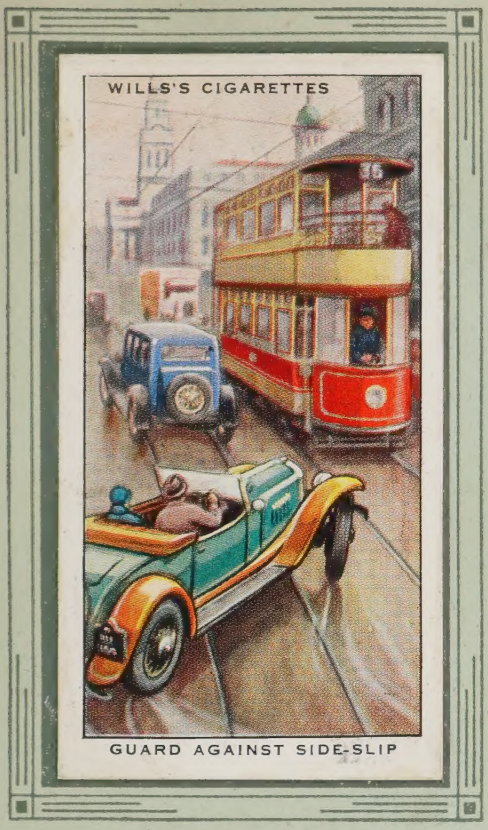
ON STEEP HILLS SET THE WHEELS AGAINST THE KERB

ON steep hills set the wheels against the kerb. If the car faces downhill, set your front wheel against the kerb, as shown in the illustration (blue car). If you are facing uphill, lock your front wheels so that the back of the near side front wheel is in contact with the kerb (see illustration, red car). In both cases should the cars move, they would be brought to rest by the kerb. As an additional safeguard on steep hills engage bottom or reverse gear, for the engine forms a powerful brake. After scotching the wheels with stones, never leave the stones in the roadway as they may cause an accident. (No. 23.)



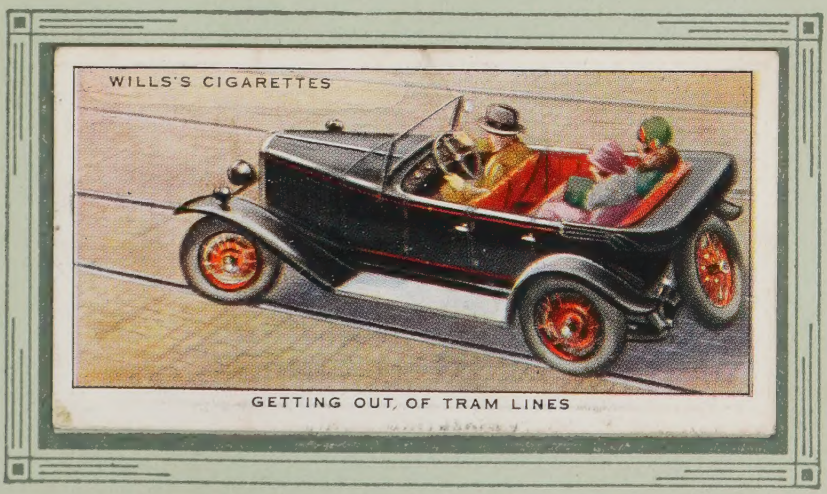
CORRECTING A SKID

CORRECTING a skid. Providing that the car is not travelling at excessive speed a skid need not be an alarming occurrence. To correct a back wheel skid, close the throttle, avoid if possible applying the brakes, and turn the steering wheel in the direction in which the back of the car is skidding. To correct a front wheel skid, close throttle and momentarily apply the brakes. Assuming that brakes are in perfect adjustment, and the tyres in good condition and correctly inflated, the main causes of skidding are bad driving, too sudden application of the brakes, or too rapid cornering. (No. 24.)



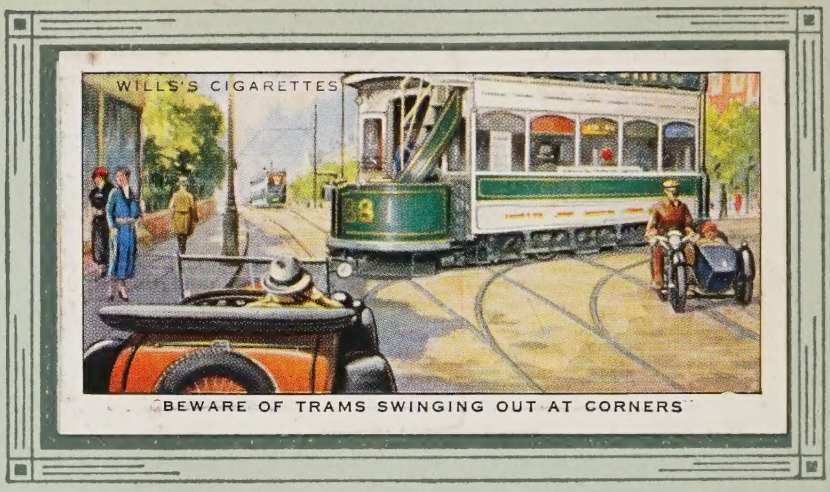
GUARD against side-slip. When on wet polished asphalt, granite sets or tramlines, proceed with caution, always leaving sufficient room to meet an emergency. Our picture shows a bad skid due to tramlines. Sudden change of speed or direction of motion should be avoided. Do not lock the steering wheel over quickly, or accelerate rapidly. Above all, avoid sudden braking. See that the tyres are inflated to correct pressure. Shock absorbers should be at equal tension, and brakes properly adjusted. Driving a car which is fitted with faulty tyres or inefficient brakes is a punishable offence. (No. 25.)

STOP to allow tramcar passengers to alight. Some towns have by-laws that compel all traffic to stop when a tram stops, so as to avoid danger to any passengers who may be entering or alighting from it. In other districts the procedure is left to the discretion of the motorist who may stop, proceed cautiously or pass the tram on the off side. Of these three alternatives the first is the safest, for among the tram's passengers there may be an old person or an irresponsible child. Passing round the off side of the tram has its dangers as one may meet another tram proceeding rapidly in the opposite direction. (No. 26.)



GETTING out of tramlines. It is always inadvisable to motor along a tram track, for tramlines, especially if they are wet, are most "skid-provoking." Often, too, the lines are worn to a sharp edge which cuts the tyres. If you have the misfortune to get your wheels caught in the tram track (as in the case illustrated), pull out gradually. Grip the wheel firmly, but gently, and change the direction of motion as gradually as possible. Avoid use of the brakes, take your foot off the accelerator and press down the clutch pedal so that the car rolls along, for rolling road wheels, that have no power transmitted through them, do not skid. (No. 27.)

BEWARE of trams swinging out at corners. Tramcars are built with a considerable amount of overhang at each end, and for that reason the ends swing out for some distance when they round a curve. Do not pass a tram when it is nearing a corner or crossing a junction, as its rear platform may strike the side of your car. It is not safe to rely on the driver giving the correct hand signal, and even if he does so the bulk of his vehicle will hide his hand from you. Never follow a tram closely, for it is fitted with very powerful magnetic brakes and should it stop suddenly you may be unable to avoid a collision. (No. 28.)

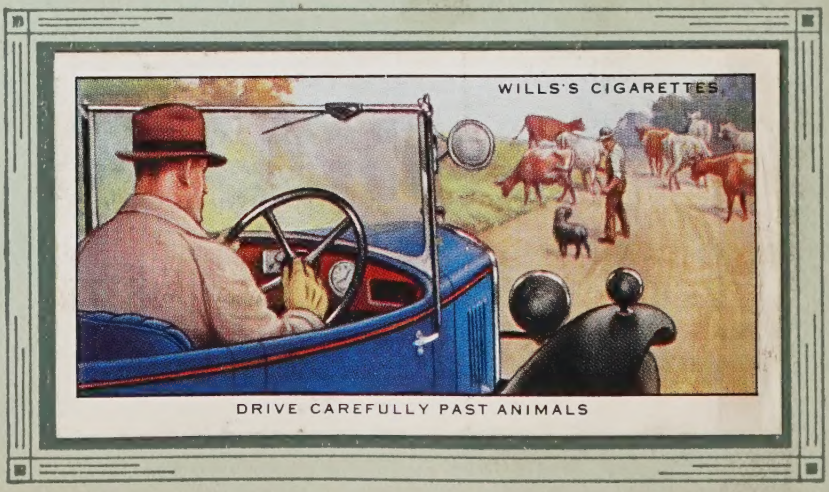


BEWARE OF TRAMS SWINGING OUT AT CORNERS

TAKE the off side of the road when meeting led horses. It is the usual practice when leading horses to keep to the right so that the animals and man in charge of them face the oncoming traffic. When some distance from the animals the motorist should sound the horn to attract the attention of the man in charge. Pass the animals on the off side, giving them a wide berth, and proceed cautiously, with the minimum of noise so as not to frighten them. (No. 29.)

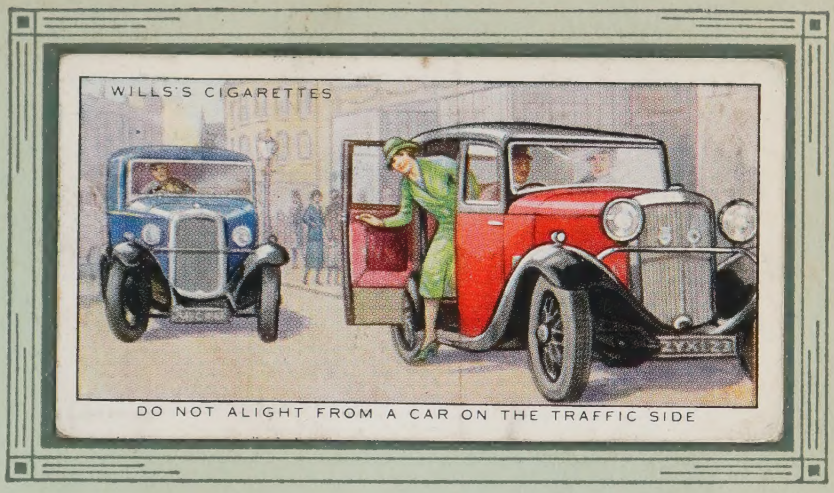
TAKE THE OFF SIDE OF THE ROAD WHEN MEETING LED HORSES

DRIVE carefully past animals. The highway is free to the wandering dog, restive horse and unled cow, and the responsibility for avoiding accidents rests with the motorist. When passing animals it is best to do so slowly and be on the alert. Cows and dogs may be moved by sounding the horn, but making "shooing" noises is more effective. A trick used on the Continent is to disengage the clutch, and at the same time, press the accelerator. The sound of the racing engine is the best warning of all. When passing restive horses sound the horn when some distance away to attract the attention of the driver or rider, and then quietly proceed past the animals. (No. 30.)

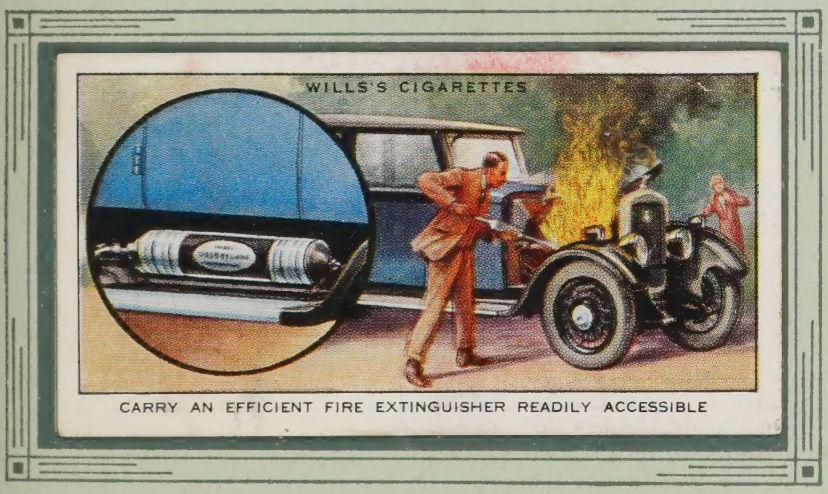


DRIVE CAREFULLY PAST ANIMALS

DO NOT alight from a car on the traffic side. It is always inadvisable to alight from the traffic side of a car, and the lady in our picture is running grave risks. Should, however, circumstances be such that it is necessary to do so, make sure that the road is clear before opening the door. Cases have been reported where cyclists have been knocked off their machines by motor-car doors carelessly opened. Instances where persons alighting from the traffic side of a car have been run over and injured are not infrequent. After alighting always slam the door, and test it to see that it cannot fly open when the car moves off. (No. 31.)



CARRY an efficient fire extinguisher readily accessible. An efficient chemical fire extinguisher is an essential accessory. Light, compact, and easily operated, they are procurable from any up-to-date garage for a few shillings. The device used should be of the type recommended for automobiles and charged with a fluid compounded to deal with petrol fires. To be effective the extinguisher must be fitted in such a position that it can be easily reached in the event of a fire, therefore it should not be fixed under the bonnet, near the petrol tank or under the seat. The running board, or near one of the doors, are the best locations for it. (No. 32.)



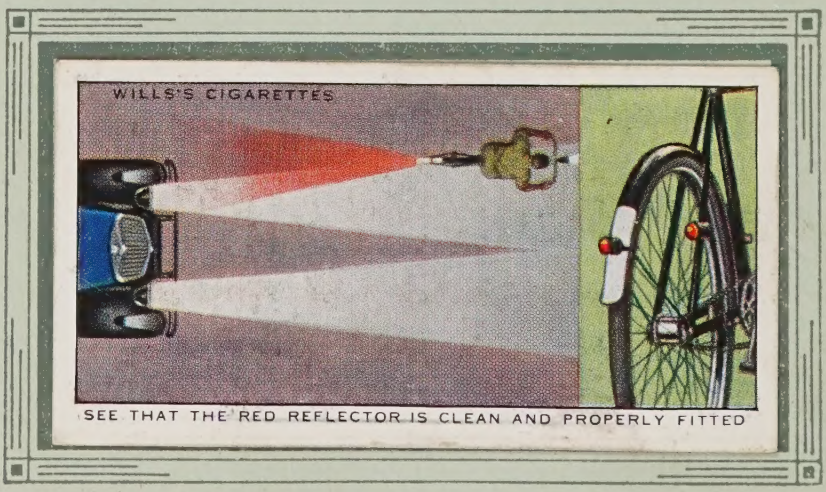
CYCLISTS—Ride steadily and not more than two abreast. When riding a pedal cycle keep as far to the left as possible, and when cycling in a party do not ride more than two abreast. If you do you are taking up more than your fair share of the road and causing needless congestion (see picture). Such actions, to say the least, do not foster the spirit of good fellowship on the road. In these days of heavy traffic, cycling demands attention. Therefore, do not allow the conversation that you are holding with your companions to monopolise your thoughts. Do not wander all over the road; ride as steadily as possible in a straight line. (No. 33.)

NEVER THROW ANYTHING
FROM A MOVING CAR

NEVER throw anything from a moving car. Careless picnic parties are responsible for many restrictions. If a convenient receptacle is not close at hand, bury all rubbish or take it home and burn it. Never, on any account, throw anything from a moving car, for in addition to the force of the throw, it has momentum by virtue of the speed of the vehicle, and may cause serious injury. Even if the article is so light that it will not hurt anybody, it may distract attention of another driver and so be the indirect cause of an accident. (No. 34.)

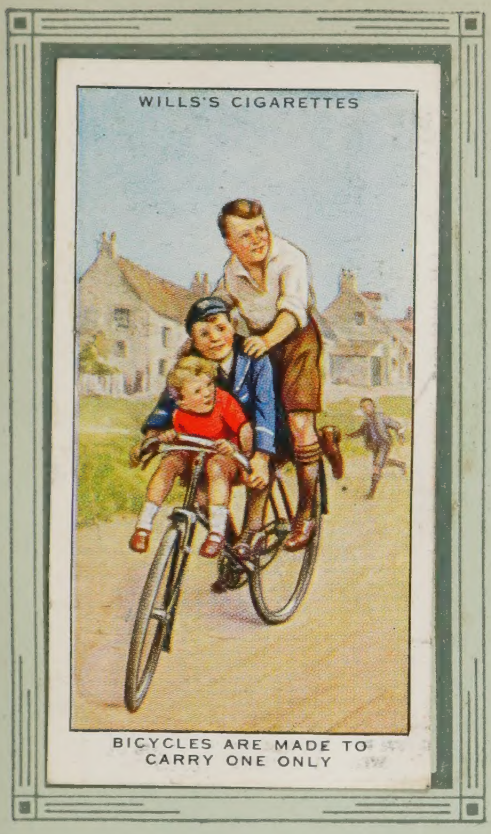
NEVER RUN AN ENGINE IN A GARAGE
WITH THE DOOR CLOSED

NEVER run an engine in a garage with the door closed. The practice of running the engine for a short time before starting out has everything to recommend it. The engine, however, must not be run in a closed garage as in our picture ; in fact, it is never really safe to run it except in the open, as the exhaust fumes are highly poisonous. It is not the constituents of the gas that one can see or smell that are dangerous, but the invisible carbon monoxide, which is both tasteless and odourless. There is no known method of working this poison rapidly out of the system and repeated small doses can cause death. (No. 35.)

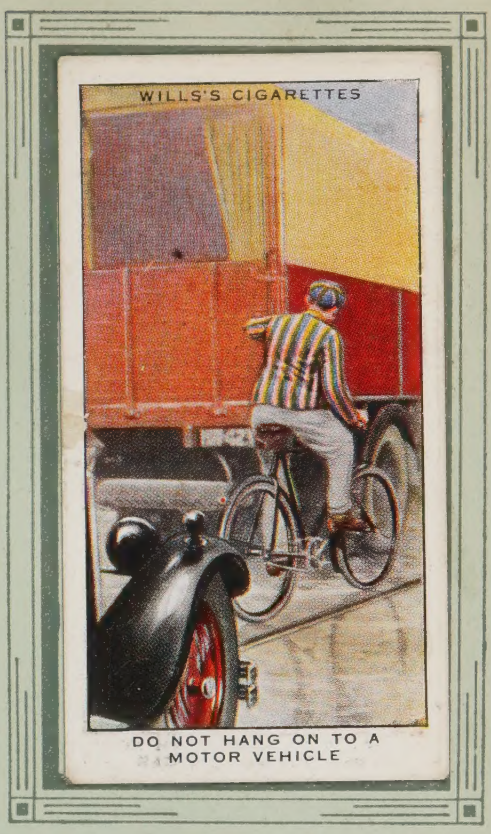


SEE THAT THE RED REFLECTOR IS CLEAN AND PROPERLY FITTED

SEE that the red reflector is clean and properly fitted. It is illegal to ride at night a bicycle not fitted either with a red rear reflector of approved design or with a red rear lamp ; it is also highly dangerous, for a cyclist in dark clothes is almost invisible from a car. The reflector (which must be kept clean), should be mounted on the rear mudguard or on the off-side rear stay at a height of about 18 in., and should point rearward so as to reflect a car's headlights. A second reflector is an extra precaution. Where a rear lamp is not carried, the showing of a white surface to the rear (in addition to a reflector) will become obligatory under the Road Traffic Act. (No. 36.)



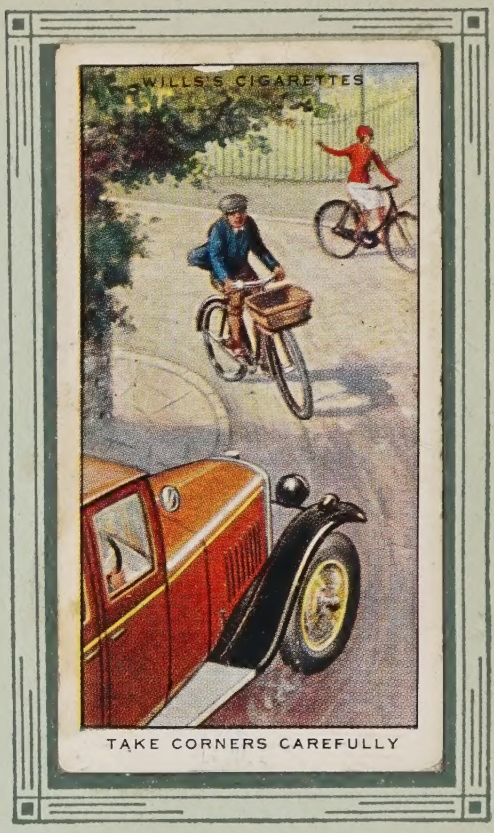
BICYCLES are made to carry one only. It is an offence under the Road Traffic Act to carry more than one person on a pedal cycle unless it is constructed or adapted for the carriage of more than one person (including the rider). "Trick-riding" like that illustrated is extremely dangerous. All overloading should be avoided, for its least harmful effect is the rapid wear of the tyres and bearings. Much more serious is the risk of the failure of an overloaded frame tube, which may collapse suddenly without warning, especially when travelling fast over indifferent roads. (No. 37.)



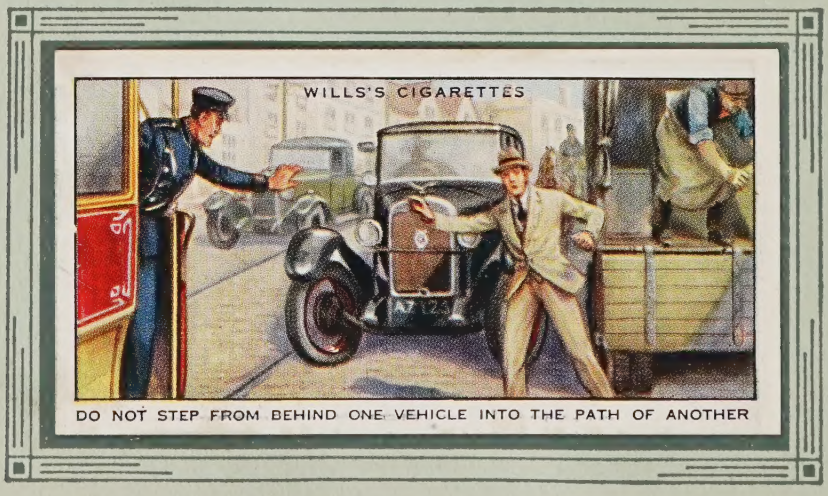
DO NOT hang on to a motor vehicle. It is undesirable to hang on to a motor vehicle even when it is standing in a traffic block, for it may move off suddenly and cause you to be thrown. As it is now an offence to hang on to any moving vehicle you may be fined for so doing, in addition to facing the possibility of an accident (see picture). Many cyclists make a habit of riding close behind fast-moving motor cars so as to take advantage of the wind shelter that they afford. This, however, is a dangerous practice, as the car may pull up so suddenly that you cannot avoid running into it. (No. 38.)

DO NOT attempt to board or alight from a vehicle in motion. Our pictures illustrate the great danger of boarding or alighting from a vehicle in motion; many a man has lost his life in attempting to save a second in this manner. All public service motors have recognized stopping places, and if one is injured in jumping off or on to a moving vehicle between stopping places its owners can, and do, disclaim liability. Caution is necessary when stepping into the roadway behind a stationary vehicle, for, as the drivers of oncoming traffic cannot see you, they are unaware of your presence until it is too late. (No. 39.)

BEWARE of tramlines for they are most treacherous, especially when wet. Avoid crossing them at points or sharp corners, where the worn edges of the rail often present knife-like edges to your tyres. To obviate the risk of catching your tyre in the groove of the rail, cross the lines at as nearly right angles as possible, after giving the appropriate signal to warn the following traffic of your intention (see illustration). As wet tramlines are the most "skid-provoking" of surfaces, special care is required in wet weather, when it is desirable to reduce speed and free-wheel over the rails. (No. 40.)



TAKE corners carefully. When cycling give the correct hand signals in adequate time, for you can turn more quickly and in a smaller space than any other vehicle; therefore, to avoid accidents, drivers of more cumbersome machines should have early warning of your intentions. Our picture shows both dangerous (left) and safe (right) methods of taking a corner. Keep well over to the correct side, especially on those dangerous bends which are marked by a white line down the middle of the roadway. When rounding a sharp corner on a wet day, free wheel at reduced speed to minimize the risk of skidding. (No. 41.)



DO NOT step from behind one vehicle into the path of another. Many accidents to pedestrians are caused by walking or running from behind vehicles without due care. Never step from behind a vehicle into the roadway without first ascertaining that the road is clear (as the young man in our picture has done), since the vehicle hides you from oncoming traffic, the drivers of which cannot see you until it is too late. Before stepping into the roadway look right and left, and at night, cross the road near a street lamp so that you can easily be seen. Make the fullest use of subways, recognized crossing places, etc., when crossing the highway. (No. 42.)

LOOK BEFORE YOU LEAVE THE PAVEMENT

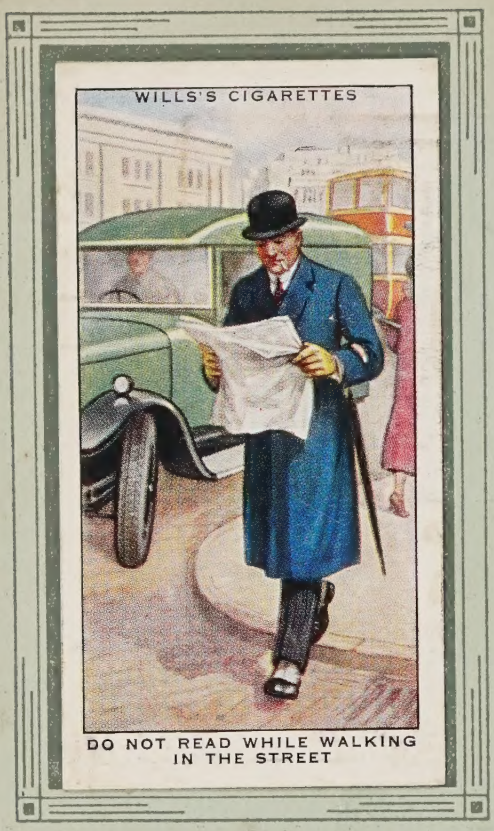
LOOK before you leave the pavement. Before stepping off the pavement look towards the oncoming traffic to assure yourself that it is safe to cross. Do not make a sudden dash into the roadway, especially with your back to the traffic. When walking near the edge of the pavement it is best to face the oncoming traffic, for heavy vehicles travelling slowly near the road edge sometimes have loads that slightly overhang the footpath. Take special care if you have to step out behind, or in front of any vehicle or other obstruction which prevents a clear view of the road. (No. 43.)

HELP THE YOUNG AND THE INFIRM TO CROSS THE ROAD

HELP the young and the infirm to cross the road. Helping the young and the infirm to cross the road is an act of kindness appreciated alike by them and the drivers of vehicles. Before crossing, satisfy yourself that it is safe to do so, taking the speed of the traffic into account. Do not step out from behind any stationary vehicle that obstructs your view of the road, or the traffic's view of you, until you have ascertained that the way is clear. Take full advantage of recognized crossing places, police controls and island refuges. At night cross near a street lamp so that you can see and be seen. (No. 44.)

PEDESTRIANS: USE RECOGNISED CROSSING PLACES

PEDESTRIANS: use recognised crossing places provided for your safety. In addition to the crossings controlled by automatic lights and police officers, there are uncontrolled crossings indicated by yellow globes on posts standing 7 feet high at both sides of the roadway, and steel studs on the road itself. At these crossings pedestrians have a complete right of way, and vehicles must either slow down or stop to allow the pedestrian to cross. Pedestrians are advised to signal to oncoming traffic when they are about to cross. At night, when crossing any street where crossings are not provided, do so under a street lamp where you can see and be seen. (No. 45.)

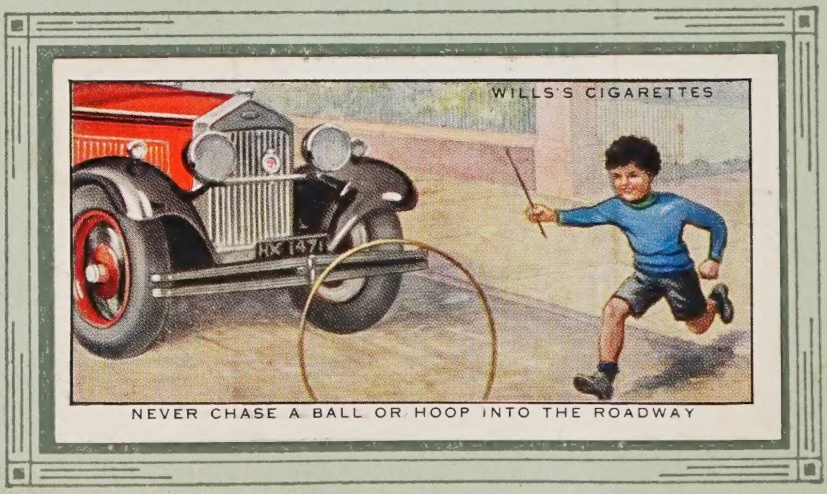


DO NOT READ WHILE WALKING IN THE STREET

DO NOT read while walking in the street, for, besides the probability of colliding with other pedestrians, or with lamp-posts, pillar-boxes, etc., there is the possibility that you may unknowingly walk into the roadway at a cross road, and collide with a vehicle, the driver of which has been unable to avoid you (see picture). Before crossing a road look out for approaching traffic, and in a busy street make use of subways, islands or special crossing places. Where there is a policeman on point duty take advantage of the control to cross when the appropriate line of traffic is held up. (No. 46.)

STOP, LOOK RIGHT AND THEN LEFT BEFORE CROSSING THE ROAD

CHILDREN stop, look right and then left before crossing the road, and assure yourself that it is safe to do so. Look out for approaching traffic and take its speed into account. Do not make a sudden dash into the roadway; but, once having started, walk briskly straight across the road, looking out for oncoming traffic. Use pedestrian crossing-places, island refuges and subways wherever possible. Where there is a policeman on point duty, wait until he holds up the traffic before you step off the footpath. If you are in doubt ask a policeman to see you across, but if there is not one in sight get an adult to do so. (No. 47.)



NEVER CHASE A BALL OR HOOP INTO THE ROADWAY

NEVER chase a ball or hoop into the roadway as this youngster is doing. Should it happen to roll there, let it go, for it is better to lose a toy than to risk an accident that may maim you for life. When you are absolutely certain that the road is clear, and not before, retrieve your possession. Before stepping off the footpath look towards the oncoming traffic and take its speed into account. If you are at all doubtful get a policeman or an adult to signal the traffic to stop before you leave the footpath and step into the road. (No. 48.)

DO NOT play with a dog in the street, for the animal, in its spirit of fun, forgets previous warning not to stray. It may dart into the roadway and be killed, for its sudden movements cannot be foreseen by any driver; or, worse still, a humane driver, in swerving to avoid it, may put himself in peril as in the case illustrated. When you wish to play with a dog, take it into an open space where it can wander freely without danger. When walking along a busy street, keep your dog on a lead, as, should it run loose in the traffic, it becomes a danger to itself and others. (No. 49.)

DO NOT attempt free riding. The Road Traffic Act makes free riding a punishable offence. It is, however, not only because it is illegal that this practice should be discouraged; it is also highly dangerous. Quite recently two children who, unknown to the driver, were taking a free ride on the running board of a motor coach, struck a lamp post and were injured when the coach swung in towards the kerb. The two children in our picture are in great danger, for the deaths of children and adults (who slip and fall from the back of a fast-moving vehicle, and are run over by following traffic) are almost daily occurrences. (No. 50.)

WILLS FOR QUALITY
REGISTERED TRADE MARK